

**WHAT IS CLAIMED IS:**

1. An advertising method using a web browser,  
wherein, a moving state of a cursor is detected when a web browser is activated  
5 to be displayed, an advertising logo or phrase is displayed at a portion above a text box  
when it is detected that the cursor is not positioned at a command input box such as  
menu bar, tool bar, location bar, etc., and a corresponding command input box at  
which the cursor is located is displayed to receive a control signal from a user when it  
is detected that the cursor is placed at one of the menu bar, tool bar, location bar, etc..

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2. The advertising method using a web browser as claimed in claim 1,  
wherein, upon the user subscribing to an advertisement agency, a period of time  
consumed for using the Internet is measured in such a manner that a web browser  
program informs the advertisement agency of the user's ID and a period of time  
15 consumed for using the web browser when the user initially accesses the Internet and  
also notifies the agency of a point of time when using of the web browser is finished,  
and the advertisement agency accumulates the period of time during which the user  
has used the web browser while using the Internet to monthly pay an amount of money  
in proportion to the period of time used on the account of the user.

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3. An advertising system using a web browser, which employs an a client  
PC, a server and an open network connecting the client PC and the server to each other,  
wherein the client PC has a web browser which detects the movement of a  
mouse cursor displayed on its monitor and, when the cursor is located in a text box

thereof, displays an advertisement screen on at least one of the menu bar, tool bar, location bar and logo thereof.

4. An advertising system using a web browser, which employs an a client 5 PC, a server and an open network connecting the client PC and the server to each other, the client PC having:

a web browser connecting it to the open network; and

an auxiliary program which detects the movement of a mouse cursor displayed on its monitor and, when the cursor is located in a text box of the web browser, displays 10 an advertising screen on at least one of the menu bar, tool bar, location bar and logo of the web browser.

5. The advertising system using a web browser as claimed in claim 3 or 4, wherein the server stores a plurality of advertisement screens and transmits a part of 15 them to the client PC at the request of the client PC or at predetermined time intervals.

6. The advertising system using a web browser as claimed in claim 3 or 4, wherein the advertisement screen disappears when the cursor moves to portions other than a specific portion thereof.

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7. The advertising system using a web browser as claimed in claim 3 or 4, wherein the logo is a unique symbol of a specific web browser producing company.

8. An advertising method using a web browser, which employs an a

client PC, a server and an open network connecting the client PC and the server to each other, the advertising method comprising:

an operation detecting step of detecting that the web browser is activated in the client PC;

5 an advertisement display step of displaying an advertisement screen on at least one of a menu bar, a tool bar, a location bar and a logo of the web browser when the web browser is being activated and a mouse cursor is positioned in a text box of the web browser; and

10 a menu display step of displaying a menu screen not the advertisement screen when the web browser is being activated and the mouse cursor is positioned on at least one of the menu bar, the tool bar, the location bar and the logo of the web browser.

9. The advertising method using a web browser as claimed in claim 8, further comprising an advertisement updating step of receiving the advertisement screen 15 from the server at the request of the client PC or at predetermined time intervals.

10. The advertising method using a web browser as claimed in claim 8 or 9, wherein the server checks a period of time consumed for the client PC to use the web browser to pay an amount of money in proportion to the checked period of time to a 20 user of the client PC.

11. The advertising method using a web browser as claimed in claim 10, wherein the period of time corresponds to the duration for which the advertisement screen is displayed on the web browser.